



City of Evansville Economic Development Committee  
Minutes for Tuesday August 15, 2006

Meeting called to order at 6:02

1. Roll call

Present: Tony Wyse, James Otterstein, Gene Bass, Cheryl Dickert, Dave Olsen, Fred Juergens,

Absent: Roger Berg and John Decker

2. Motion to approve agenda by Fred and 2<sup>nd</sup> by Dave.

3. Motion to approve waive reading of minutes of July 18, 2006 regular meeting and approve them as printed. Approved by Fred and 2<sup>nd</sup> by Dave.

4. No citizens appearances.

5. Update on TID#6

Proposal to change from industrial to more of a mixed use but not to include residential. Also include the Ace Hardware building and the new retail centers.

6. Discussion on the presentation by Sortis LLC of a proposal for marketing development opportunities in the City of Evansville, focused primarily on TID #5 and TID#6.

James felt Sortis has little background in the public marketing. He felt cost could be reduced by limiting what we feel would benefit us more. He felt we should quote a price to Sortis and the committee should draft up a plan so it reflex what we are trying to accomplish.

The committee also felt that at this time we have no product per say to market.

There were some concerns about the direct marketing approach. One major concern was how to keep up on the leads.

The committee felt we include at the next meeting and discuss it in more detail and if we are going to include this in the 2007 budget we need to have more concrete information. So when we approach the city to discuss increase our budget we will have the information and findings how this will benefit the city and a accurate dollar amount. Also we should get another bid from a Company that has more experience in the public sector.

7. Update on Streetscapes/Trail ways grant application.

Nothing to report.

8. Update on proposed joint session with Chamber of Commerce and ECP.

Still up in the air.

The committee felt the Mayor or Chairman should push the issue.

9. Committee goals, objectives, and projects leading to the development of a budget.

Fred presented a slide show to the committee entitle Community Economic Building Communities. It included several distance learning courses which were 2hrs long that we offered at the cost of \$40.00 per class. After reviewing the course the committee felt there were four classes that would benefit not only our committee but also the city. Fred made a motion to register \$200.00 from our budget to spend \$160.00 on distance learning and \$40.00 on promoting dates and courses to be offered. 2<sup>nd</sup> by Tony.

City website needs to be updated with new photos, a recent map of the city, map of where Evansville is located, calendar of events and public meeting. Question of who is responsible to pay and keep information up to date. Question is do we have a city employee that would have the time and knowledge to keep up with the changes. Also the committee felt new business should not be contacting the clerk. We should have them get in touch with someone who is more versed in this area. Three names did come up as a contact person - Roger Berg, John Morning, and the Mayor. Gene was going to make some call to see what it would cost to have someone come in and update the website. Or if someone from Baker's maybe able to help us at an hourly rate as needed bases. Dave suggested we talk to the business that are currently here and see what kind of business would support them with material, service etc. That may make it easier for us to draw new business in if they can be supported by the business that are currently here. He as suggested taking a look at some of the trade magazines for ideas.

10. Update on potential bio-diesel facility. No new updates.

Some questions the committee had that maybe answered at a future date.

Has the Mayor talk to the city of Milton about their Ethanol plant. So the city can address and concern in the early stages. Also do we have a decommissioning plan in place.

11. Update on Alliant Energy grant.

Grant must have their logo on them. Unclear of the WPPI power change.

12. Motion to adjourn by Gene and 2<sup>nd</sup> by Fred. Committee adjourned at 7:56 PM